



University Advancement

Items of significance since our March 11, 2022 Foundation Board Meeting:

- **The Legacy Initiative: Rebuilding the Heart of UNA, update:**
 - 7 of the 13 benches have been named.
 - 9 of the 34 trees have been named. **+2 since the March meeting.**
 - 10 of the 17 marble plaques have been named.
 - 31 of the 56 bronze plaques have been named.
 - As of 8/5/22, 579 bricks have been named. **+15 since the March meeting.**
- **FY22 Goals and Progress as of 8/3/2022 (84% of the year elapsed):**

	Goal	Actual	% of Goal
○ Total Dollars	\$6,000,000	\$18,625,512.54	310%
○ Annual Giving	\$800,000.00	\$933,018.15	117%
○ Unique Donors	2,272	2,154	95%
○ 1830 Fund Cash	\$120,000.00	\$112,605.85	94%
○ 1830 Fund Pledges		\$1,089,250.00	

We continue to build on the most historic fundraising year in UNA history. The previous record was \$12,673,900 in FY18.
- **In March we completed the 1830 Giving Day Initiative:**
 - 1,027 Donors
 - 36 States
 - 3 Foreign Countries
- **In May we completed the Athletics Giving Day Initiative:**
 - \$50,316.67 Raised
 - 178 Donors
 - Donors from 18 different states gave gifts.

* All numbers are record highs for Athletics Giving Day.
- On May 5th we secured a gift to establish the Graduating Champions Endowed Fund (Athletics Annual Fund), the second endowed fund established this year to meet the greatest needs of UNA Athletics.
- On May 10th we secured a gift to establish the Lilia and Ross Alexander International Student Support Fund.
- On May 12th we secured a gift to establish the Dr. Chunsheng Zhang and Dr. Guihua Li Office of International Affairs Endowment (Office of International Affairs Annual Fund).
- On May 13th we held the first Core Committee meeting as a part of UNA's next campaign.
- On May 24th it was determined that UNA's next campaign will be a comprehensive campaign.
- On June 1st Payton Haslam became the Director of Athletics Development.
- On July 13th we held the first Planning Committee meeting as a part of UNA's next campaign.
- On August 1st, Jessica Harris joined our team as Executive Director, Development Services.
- **Notable upcoming events:**
 - The 3rd Annual College Giving Day is on Tuesday, September 20th.
 - The Homecoming Alumni Celebration is on Friday, September 23rd from 6:00 pm – 9:00 pm at the Marriott Shoals Conference Center.
 - The President Tailgate is Saturday, September 24th, prior to the Homecoming Football game.
 - The next Foundation Board meeting will be on Friday, February 10, 2023



FY22 Development Goals

Percent of Year Elapsed:

86%



10/1/2021

	Goal	\$ Raised This FY to date	As of	% of Goal Reached
Total Dollars:	\$ 6,000,000.00	\$18,632,092.44	8/11/2022	311%
Annual Giving:	\$ 800,000.00	\$939,598.05	8/11/2022	117%

	Goal	Number This FY to date	As of	% of Goal Reached
Unique Donors:	2272	2158	8/11/2022	95%

Included in Above Totals

1830 Fund Cash:	\$ 120,000.00	\$112,699.15	8/11/2022	94%
1830 Fund Pledges:		\$1,089,250.00	8/11/2022	
Athletics Unrestricted:	\$ -	\$297,299.10	8/11/2022	
	New Planned Gifts	Amount Committed		
Planned Giving:	32	\$7,334,757.02	8/11/2022	



FY22 Gold Comprehensive Campaign Report

8/11/2022



	Goal	\$ Raised This FY to date	% of Goal Reached
Music Performance Center:	\$ 15,000,000.00	\$0.00	0%
Student Scholarships:	\$ 10,000,000.00	\$11,868,399.26	119%
Presidential Scholars Program:	\$ 5,000,000.00	\$0.00	0%
Athletics Stadium:	\$ 25,000,000.00	\$4,100,130.00	16%
Academic Innovation Fund:	\$ 4,000,000.00	\$0.00	0%
Mitchell-West Center for Social Inclusion:	\$ 1,000,000.00	\$539,566.99	54%
1830 Fund:	\$ 2,000,000.00	\$1,200,124.05	60%
Other:	\$ 38,000,000.00	\$7,192,749.70	19%
	\$ 100,000,000.00	\$24,900,970.00	25%



Development

- On March 1, UNA Advancement launched the month-long 1830 Giving Day Initiative, giving everyone the opportunity to support the University with a gift of at least \$10.00 to the area that means the most to them. We concluded the initiative with 1,027 donors representing 36 states and 4 countries including the US, Canada, Japan and the United Kingdom.
- On March 4, the naming of the Joel R. Anderson Generator and The Joel R. Anderson Entrepreneurship Lab were approved by the BOT.
- On July 1, Athletics launched the \$50 for 50 Initiative. The initiative recognizes the 50th anniversary of Title IX and supports North Athletics' female student-athletes.
- Completed 4/5 Annual Giving Initiatives
 - Leo and Una Giving Day Initiative (Lions)
 - \$29,426.41 Raised
 - 179 Donors
 - 16 States Represented
 - Founders' Giving Day (1830 Fund)
 - \$39,374.54 Raised
 - 179 Donors
 - 18 States Represented
 - 1830 Giving Day Initiative (Comprehensive)
 - \$1,605,142.64 Raised
 - 1,027 Donors
 - 36 States Represented
 - 4 Countries Represented
 - Athletic Giving Day Initiative (Athletics)
 - \$50,316.67 Raised
 - 178 Donors
 - 18 States Represented

*All Giving Day Initiative totals represent record highs

• **FY22 Goals and Progress as of 08/03/2022 (84% of the year elapsed):**

	Goal	Actual	% of Goal
○ Total Dollars	\$6,000,000	\$18,625,512.54	310%
○ Annual Giving	\$800,000.00	\$933,018.15	117%
○ 1830 Fund	\$120,000.00	\$112,605.85	94%
○ Unique Donors	2,272	2154	95%

* Note: the previous largest fundraising year in UNA history was FY '18 with \$12,673,900 in new gifts and commitments.



Media and Public Relations

As the Office of Media and Public Relations, we continue to work with our media partners to share the story of the University of North Alabama throughout the Shoals, state, and region. In so doing, we work with divisions across campus to tell their stories and provide campus updated in a compelling and timely way and in keeping with the mission of the University to be innovative, inclusive, engaged, evolving, and global.

Since the last UNA Foundation Board meeting, the Office of Media and Public Relations has:

- Published the next issue of the *UNA Magazine* that features
 - Success stories from recent female alumnae;
 - The third of three installments for the Year of the UNA Woman; and
 - Updates from each of UNA's five colleges.
- Since January 1, 2022, the Office of Media and Public Relations has generated more than \$34 million in Earned Ad Value, according to Meltwater.
- Completed the ongoing year-long celebration of the Year of the UNA Woman on June 23, the 50th anniversary of the passage of the federal Title IX legislation. This included:
 - Participation in the annual Helen Keller Festival parade in downtown Tusculumbia, as a nod to UNA's founding in Colbert County; and
 - Retiring the Una logo from the webpage and other University materials, along with a return to the traditional Leo logo.
- Worked in conjunction with the Athletics Department to create branding images for their new initiatives.
- Launched UNA's Division of Advancement social media on LinkedIn and Instagram, developing thoughtful and up-to-the-minute content for our growing audiences.
- Continued to provide ongoing media coverage for the University through storytelling, media releases, and media events, making national news with:
 - The Presidential Medal of Freedom winner Fred Gray and his connection to the University via Board of Trustees member Dr. Wendell Gunn; and
 - The UNA campus feature as part of a *Southern Living* story on the nine best things to do in Florence, Alabama.
- Continued advocacy through the work of the Town and Gown Task Force that included:
 - Presentations to parents as part of summer orientation that included Florence Mayor Andy Betterton and Florence Police Chief Ron Tyler;
 - Ongoing study of the Pine Street corridor and ways to partner.
 - Presentations by members of the task force to community organizations.



University of
NORTH ALABAMA

FOUNDATION

Financial Services

- The Financial Services area has been gaining ground in respect to our processes. We are completing procedures on a more consistent basis and investigating ways to improve our efficiency. There is still much work to be done to achieve our goal of being a premier and respected authority in Financial Services of Institutionally Related Foundations.
- The end of the fiscal year is quickly approaching and we are already planning and gathering information for our auditor.
- We continue on a daily basis to examine our processes and procedures and implement changes to increase the security of our information, increase the efficiencies of our resources and provide relevant information to our constituents.



Alumni Relations

The Office of Alumni Relations has been working effectively this year to set and establish measurable goals for the purpose of engaging alumni back to the University of North Alabama through time, talent, and treasure.

- Alumni Club Update – The UNA Greater Shoals Alumni Club led by Alumnus Josh Lambert '05 hosted an Alumni Happy Hour on Friday, June 23rd at the Alabama Music Hall of Fame with special entertainment provided by Will McFarlane who was inducted into the Musicians' Hall of Fame in Nashville for his work with the Muscle Shoals Rhythm Section.
- The Greater Memphis Alumni Club is now relaunched and led by new club president Scott Milliet, Class of 2010. Scott will be hosting an alumni club launch event on Thursday, August 25, 2022, at The Crescent Dinner Club in Memphis, TN from 5:30 – 8:00 pm. All alumni who reside within a 25-50-mile radius of Memphis, TN are invited to attend.
- The UNA National Alumni Association Leadership Summit was held on June 23-25 at the University of North Alabama. Featured topics involving roundtable discussions with alumni and University leaders were the following.
 - Enrollment & Recruitment
 - Alumni Engagement & Philanthropy
 - Diversity, Equity, and Inclusion
 - North Alabama Athletics
 - National Alumni Association 5-year Strategic Plan
- UNA hosted UNA Night at W.C. Handy Music Festival 2022 on Tuesday, July 25th to an audience of 500 or more in attendance on the North Court Street Median in Florence, Alabama. This outdoor event was presented by the UNA National Alumni Association in partnership with the Office of Alumni Relations and local sponsors.
- The Office of Alumni Relations recently announced that a first-of-its-kind Homecoming Alumni Celebration will happen on Friday, September 23, 2022, from 6:00 pm – 9:00 pm at the Marriott Shoals Conference Center. This event is being planned by a committee composed of alumni and friends. The event is open to all alumni and it will feature live music, a cash bar, heavy hors d'oeuvres, a complimentary signature cocktail, DJ, and more surprises. Invitations have been mailed to alumni. Ticket proceeds benefit the UNA National Alumni Association Greatest Needs Fund.
- The UNA National Alumni Association is pleased to announce the following 2022 UNA Alumni Award recipients:
 - Lifetime Achievement – Dr. Charles Anderson '56, of Florence.
 - Alumni of the Year – Dr. Kimberly Greenway '91, of Killen.
 - Friend of the University – Chester McKinney Jr. and Joe McKinney, of Muscle Shoals.
 - Military Service – Col. Juan R. Santiago '01, of Huntsville.
 - Public Service – Jamie Kiel '97, of Russellville.
 - Faculty Alumni Service – Dr. Vicki Pierce '84 and '96, of Florence.
 - Staff Alumni Service – Melissa Williams '02 and '05, of Muscle Shoals.
 - Educator of the Year – K-12 – Dr. Jimmy Shaw '01, of Florence.
 - Educator of the Year – Higher Education – Dr. Ann-Marie Irons '02 and '10, of Florence.
 - Community Service – Larry Softley Jr. '89 and '08, of Florence.
 - Community Service – Melissa DeFoor '09 and '17, of Tuscumbia.
 - Young Alumni – Ashley Remkus '15, of Florence.
- The Office of Alumni Relations would like to thank the UNA Foundation Board of Directors for your leadership, generous support, and contributions to the University of North Alabama. UNA could not do this without you.